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Vol. 1 No. 8

March 15, 1968

A SALUTE TO THE BUREAU OF NATIONAL AFFAIRS (BNA)

SIR GEORGE WILLIAMS
UNIVERSITY
LIBRARY

Each year, more and more industrial concerns are finding that the best training results come from a combination of audio-visual aids and discussions based on filmed material. Requests to the CANADIAN FILM INSTITUTE for management-training and development films have risen sharply as a result of the increased awareness of the availability of these useful audio-visual tools.

With this thought in mind, the CANADIAN FILM INSTITUTE in cooperation with the BUREAU OF NATIONAL AFFAIRS is continuing to offer all BNA Film productions on a preview, rental or purchase basis. For example:

The GELLERMAN Motivation & Productivity Series

Five films; each an in-depth practical study of the work of GELLERMAN, ARGYRIS, McCLELLAND, LIKERT and HERZBERG. Each provides dramatic illustrations of the application of modern behavioural psychology on decisions faced by all types of organizations. Running time for each film, 28 minutes.

The BERLO "Effective Communication" Series

Dr. David K. Berlo, Chairman of the Department of Communication, Michigan State University, applies the results of communication research to show that 'meanings are in people' rather than in words. He points out the danger-signals of communication breakdown; he dramatizes the vital importance of 'feedback' response, explains how to recognize it, read it, act on it and he also probes the delicate area of persuasion, examines the strategic introduction of change, explores means of avoiding employee resistance and tensions. Five films in this series; 24 min. each.

The MODERN MANAGEMENT Series

Seven films dealing with discipline, induction and training, cost control, listening, boosting productivity, giving instructions, leadership.

BNA have many other films presented by such top management consultants as:

Joe Powell
Bill Gove
Allan Mogenson
Dr. Norman Maier.

Write to C.F.I.'s SALES DIVISION for further information.

NATIONAL FILM THEATRE - Part I, SPRING PROGRAM

Beginning March 15 the films of Marcel Carné and Joseph Losey will be shown to Ottawa members of the National Film Theatre. The Carné films will begin at 7:00 p.m.; the Losey productions at 9:30 p.m., each Friday until May 3, with showings to be held at the National Library and Archives Building on Wellington Street.

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GOVERNOR-GENERAL MICHENER, HONORARY PRESIDENT C.F.I.

Jean Clavel, President of the Canadian Film Institute, announced in Ottawa on March 14 that His Excellency, the Right Hon. Roland Michener, C.C., Governor General of Canada, has accepted the position of Honorary President of the Canadian Film Institute.

WILD THINGS FROM WESTON WOODS

Where The Wild Things Are is among the new filmstrip-record adaptations of outstanding children's books offered by Weston Woods. Highlighting the work of Maurice Sendak, the new sound filmstrip sets are comprised of four filmstrips with an accompanying record, priced at \$25.00 for the package. Write CFI's Sales Division today.

Set No. 18 includes:

The Loudest Noise In The World, Elkin and Daugherty (Viking);
Fish In The Air, Wiese (Viking); Journey Cake, Ho!, Sawyer and McCloskey (Viking); Salt, Zemach and Zemach (Follett).

Set No. 19 includes:

Where The Wild Things Are, Sendak (Harper); Little Bear's Visit, Minarik and Sendak (Harper); Mr. Rabbit and The Lovely Present, Zolotow and Sendak (Harper); Charlotte and The White Horse, Krauss and Sendak (Harper); They Were Strong and Good, Lawson (Viking).

DATELINE C.F.I.

CANADIAN SCIENCE FILM ASSOCIATION SECRETARIAT, with headquarters at the Canadian Film Institute, aims to bring together all interested persons in the areas of scientific research, education and film-making. A symposium is slated for Ottawa on May 18 and 19, and interested parties should contact the Secretariat at the Institute for further details..... Simone Chauvin, a veteran of 17 years with C.F.I. home from a month in Florida..... The Canadian Film Institute, in cooperation with the Canadian Centre for Films on Art, the Portland Cement Company and the National Film Board of Canada invite those in the Toronto area to a series of free film screenings at the DESIGN CANADA CENTRE, 7:30 p.m., each Thursday evening..... the schedule is as follows.....

March 21 - From Renoir to Picasso
Ballet by Degas
Vincent Van Gogh

April 4 - The Good Bright Days
(1919 - 1927)
Family Tree
City of Gold

March 28 - Kandinsky
Jackson Pollock
Franz Marc
Vision of William Blake

April 11 - The Drylanders